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Devoted to the Interests of the Mountain PeopleKnowledge is power—and the  
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## NEWS OF THE WEEK

**Judicial Murder of Patriot in Spain**—Taft and Diaz Shake Hands Across Boundary Line—Pirates are Champions—Roosevelt in Danger in Hunt.**93 PEOPLE KILLED**—Figures recently received show that 93 people were killed and a hundred injured in the recent storm in Tennessee, Alabama and Georgia.**BARRILL JOINS ANNANIAS CLUB**—Dr. Frederick A. Cook while in New York last week branded as a lie the affidavit of Edward N. Barrill the guide who says Cook did not reach the summit of Mount McKinley. Dr. Cook will consider bringing suit against Barrill for perjury and he may issue a detailed affidavit in reply to the guide.**REVOLUTION IN NICARAGUA**—News comes from Bluefields, Nicaragua, of the taking of that city by the rebels under Gen. Juan Estrada. At this time only the seizure of Greytown and Rama have been reported in addition to Bluefields. Private despatches received from Mangua say that President Zelaya, the tyrant expresses full confidence that the rebellion which is against him personally will be checked.**ELEPHANT CHARGED ROOSEVELT**—Report comes from Nairobi, British East Africa, that Mr. Roosevelt had a narrow escape when shooting his first elephant bull. Mr. Roosevelt accompanied by Mr. Cunningham the big game hunter, had crept into a herd of elephants and selecting a large bull had shot it at a range of about thirty yards when another bull charged him from the herd. Both Mr. Cunningham and Mr. Roosevelt got behind trees and Mr. Cunningham fired and turned the bull from Roosevelt just in time.**PIRATES WIN**—Pittsburg won the seventh and last game of the championship series and become the world's best ball team. Twenty thousand people witnessed the game.**REFORMERS ANGRY**—The recent execution of Prof. Ferrer, who was accused of having led the rebellion against the King of Spain, has roused a tremendous storm among the advanced reformers the country world over. It is alleged that Ferrer had never committed any treason, and that his killing was a judicial murder, for the purpose of getting a man who opposed oppression out of the way. Demonstrations have been made in all the big cities of Europe, and those who champion the cause of the oppressed every where are prophesying that the King of Spain will pay for the execution with his life.**HORRIBLE DROUGHT**—We are in receipt of the sad intelligence that there is likely to be another and third failure in the crop of champagne wine which very rich tools drink. Those of our readers who in the absence of the "fizz" will have to do with moonshine, have our deepest sympathy. We appreciate the fact that this failure of the "fizz" will work a hardship upon many gentle readers, but hope that between moonshine and Bourbon, hard cider and near beer there will be no serious suffering.**FOLK FOR PRESIDENT**—Friends of Joseph W. Folk have begun an active campaign in his behalf for the Presidential nomination and it is practically certain that the Missouri delegation will be instructed for him. Men who are in a position to know affirm that the time is ripe to begin an active campaign for Gov. Folk. In view of the death of John A. Johnson of Minnesota, the admirers of Folk think their candidate would be acceptable to both the South and West.**TAFT AND DIAZ SHAKE**—Amid the roaring of cannons the cheering of the population and with pomp and ceremony seldom witnessed in this country, Pres. Taft and Porfirio Diaz of Mexico met at El Paso, Texas and exchanged greetings of friendship and good will. After having received Diaz on American soil Pres. Taft crossed the international boundary line and returned the call. This was the second time a President of the U. S. has set foot on foreign soil.**Story of a Maine Cat**—J. Warren Folsom of Lowell, Me., last spring moved from his mother's home to a home of his own, a distance of five miles. The family cat was taken in a box in the evening from his mother's home to his. The cat has developed the habit of going back to its former home and staying a day or two and then returning to the new home and staying two or more days, and again going back with great regularity.

## CLIO CLUB BANQUET

The Clio Club held its annual banquet on Wednesday evening last, October thirteenth, at Boone Tavern. This departure from the usual custom of being entertained in the home of some club member caused some misgivings but surely no one who was present and partook of the well prepared and perfectly served dinner could have longer doubted the advisability of lifting from the ladies of the club the burden of extending hospitality to such a number.

The long table was decorated with pink and white blossoms the club colors, which also appeared elsewhere in the menu, which was as follows:

Fruit cocktail  
Puree of celery Croutons  
Roast Turkey Chestnut Dressing  
Mashed Potato Corn Pudding  
Cranberry Sauce Olives  
Beaten Biscuit Light Bread  
Fruit Salad Mayonaisse Wafers  
Ice cream Cake  
Coffee Mints

At the conclusion of the meal Mrs. Cornelius, President of the club and toastmaster of the evening, introduced graciously the following persons who spoke well and to attentive listeners upon diverse subjects, whereof the titles are given:

The Aim of Our Club—Mrs. Rumold.  
Women's Clubs vs Men's Clubs—Mrs. Early.

What Other Women are Doing—Mrs. Cowley.

What Clubs mean to Women—Mrs. Marsh.

Mr. Stanley Frost toasted "The Clio Club Ladies."

The husbands of the members of the club are the guests of honor on these occasions and it was a source of regret that a few members and their husbands were unable to come.

Those present were Mesdames: Cornelius, Cowley, Chrisman, Davis, Early, Stanley Frost, Marsh, Edwards, Porter, and Rumold, and Messrs: Cornelius, Cowley, Chrisman, Davis, Stanley Frost, Marsh, Porter and Rumold.

## GIRLS' WORK FINE

The best one of the Anniversaries of the Literary Societies given this year was that of U. D. and P. E. P. at the chapel Saturday night. While the programme was a little long and the girls' voices in most cases were hardly equal to the large room, so that the delivery was not up to the general standard, the entertainment was on the whole excellent. The various productions all showed care and thought in preparation, and the girls deserve more credit than can be given without resorting to invidious comparisons.

The ill bred, and ungentelemanly and unlady like conduct of several in the audience was so marked as to deserve notice. Some of our flashy and very young beaux and belles seem to think that these gatherings are for the purpose of allowing them to display their very meager talents and beauty. Others are so new the fascinating game of flirtation that they do not like to risk stopping it for even an hour. Others are simply ill bred and don't know any better. It is to be hoped that these kids will either soon learn how to behave in public, or else stay where they will not be a nuisance to any one but themselves.

The programme:  
Original Western Story—"Skootie"—Edith Rathburn.

Biography—Michael Angelo—Amy Bridgeman.

Book Review—Master of the Inn.—Glenn Peterson.

Reading—David and Goliath—Carol Hill.

Oration—The Immigrants Plea—Louise Frye.

Violin Solo—Tilly Daniels.

Oration—Leadership—Martha Sproule.

Essay—Rest as a Preparation for Service—Lillie Chrisman.

Chairman—Mary Pickering.

## SCARLET FEVER

There is some danger of a scarlet fever epidemic in town, not because the disease is severe, but because it is so mild. Several very light cases have been reported, none bad enough to call for the service of a doctor. The danger is that, since the cases are so very mild, the parents will not take the precautions they ought to, and that the disease will spread. Aside from this, there is not the least danger in the epidemic.

## Those Big Hats.

The hats worn by the women during the first half of the year have been enough to frighten Satan, but you will note that the marriages have not fallen off any.—Galveston News.

## Prevent Melancholy.

Employment and hardships prevent melancholy.—Johnson.

When a man is in earnest about getting ahead—when he really wants to make progress and do the best he can, it doesn't take more than a minute or two to show him the value of the newspaper. All the arguments are for use with the fellow who is just getting started at progress.

## LOOKING TO THE PEOPLE.

Every student and watcher of public affairs will agree that something is wrong in this country just now. The Congress and legislatures are likely to be more careful of the interests of certain private parties than of the people, the courts cannot be trusted to administer justice, other government officials are remarkably blind in one eye sometimes, the poor are ground down and the rich have unfair privileges, and so on. Things are wrong, very wrong, and there is a growing and just discontent.

It is a good thing, when it is evident that all is not right, to find out who is to blame. Some blame Congress, some the politicians, some one political party or the other, some the form of government. But there is a good rule to be followed in a case of this kind. The fault lies with the man or men that have the power. There may be several at fault, and every Congressman and every official is to blame just so far as he abuses his power. But after all, no man or set of men have the real power in our government, for as we all know, in this free government, THE POWER LIES WITH THE PEOPLE.

And if the people have the power, then they must be to blame.

And it is due them. The people of this country could, in one year, if they would, make all these things right. If for a single year the voters would forget the party lines, and the personal liking for some pleasant rascals, and put the basis of the elections squarely on the capacity and intention of the candidates to act rightly in these public matters about which there is so much just complaint, then those matters would be remedied as soon as the new officials could get into their seats. Is that not true? And if it is, then the people who refuse so to set aside private interests for the good of the public are the ones who are to blame for the ills which the public suffers.

And the sad thing which reformers and other people who are trying to work for the good of the whole people are up against all the time is this:—The people will not support the men who are working for them. They let themselves be fooled, or bought, and the rascals keep getting back into office, even after the time has come when there is not a voter in the district who would trust them with a quarter. President Taft, in his plans for reforms is up against this. In a speech the other day he said:—

"It is to the people that we must look for the enforcement of these principles. You should select your representatives and have them know that you are watching them, in Congress, and you should see that they follow the lines of enforcement."

In other words, Pres. Taft, says he cannot enforce the policies for which he was elected, and in which the majority of the voters of this country believe without further help from those same voters in the way of making their Congressmen vote for those policies. And will the people do it?

Well, look around. The writer was familiar with the races of three Congressmen in Kentucky, two in Ohio, and four in New York last year. In only two of those races was a word ever said about the policies which it was everywhere known that Congressmen would have to vote on. The races in all the other cases were decided entirely on other things—in most cases things which did not have the least bearing on the duties the men were candidates for. Patronage, friendship, buncombe, party loyalty, and bribery were the arguments used in every race somewhat, and in some races entirely, and by those means were chosen the men who went to Washington, and voted on the interests of the people. Is it any wonder that they betrayed those interests, or that they are expected to betray them again this winter, and that Pres. Taft, with the mandate of his party upon him, has to appeal again to the people to help him make their so-called representatives do the things which the people's interest demands? And is it not a fact that the people who sent the men to Congress are the ones who are really to blame that these mis-Representatives betray the country?

Till that truth sinks home, and the people use their power to get good representatives, there is no hope for good government in this great country of ours. Mr. Voter, are you doing your share?

## OUR WESTERN TOUR

No. 7—Grand Canyon of Arizona

Nearly every river of the west has its so-called grand canyon. It only needs that there be some portio where the hills or mountains are close to both sides to give a chance to apply this title. In a part of the country so generally broken it is not strange that most rivers have a canyon. But let us reserve the term "grand canyon" for the part of Arizona Territory traversed by the Colorado River. This river drains part of Wyoming, Colorado, New Mexico, Utah, Arizona, Nevada and California, finally pouring into the Gulf of California.

Some one has said that no other one of the natural wonders of the world is half as grand as the Grand Canyon of Arizona. Two or three days make too short a time to pass final judgement upon that which it would require months to visit in all its accessible parts. With perfect confidence it may be stated that the cause of this great phenomenon is the action of the water for untold millions of years. The sun's rays have drawn the water of the seas into the clouds. This has been dashed upon the earth in the rains of the ages, and untold quantities of the solid rock have been worn away and carried to the sea. There is evidence that for a region five times as great as the state of Kentucky the wearing away has averaged the depth of 6,000 feet. Think of the vast amount of 250,000 cubic miles of solid matter being thus worn away. Over much of this vast region only a thousand or twelve hundred feet in depth has been thus removed, and it is left a high table land with here and there a mountain or abrupt hill rising above the plain. But wherever the water found a place to flow in creeks or rivers, the erosion went on with greater rapidity making those great gorges which are the wonder

(Continued on Fourth Page)

## KENTUCKY COIN IN KETTLE

An old copper kettle, without any handle, a relic of the kitchen which has outlived its culinary usefulness is used as a hiding place for savings in a country home in the Kentucky River Valley. Possibly in Berea or vicinity, there are corners just as odd, in which spare change is hidden away but most people nowadays are too wise to do anything quite as foolish.

The popular plan of The Berea Bank &amp; Trust Co., has resulted in bringing to the interest earning light much idle money. At this centrally located bank money put into certificates of deposit or our saving department, pays four per cent interest, and such safe, certain returns are far better than to risk the loss of money at the hands of prowling thieves or destruction by fire.

The great number of saving account now being carried at this bank, is sufficient evidence to convince a stranger, that it is a safe, as well as a satisfactory place to do business.—Adv.

## BEREA CITIZENS INTERESTED

The Herald of Louisville, Ky., is now conducting a voting contest whereby they will send twenty young ladies on a two months tour of the Mediterranean with all expenses paid. The party will sail from New York on Jan. 8th, 1910 and will visit The Azores, Madieras, Southern Spain, Gibraltar, Morocco, France, and Italy. Miss Bettie Hardin is the candidate from Berea and can win the tour if given proper aid. Nothing would be of more credit to Berea than to make their candidate the winner. Shall we do it.—Adv.

## A Sad Moment.

It is a sad moment for a bachelor when he finds that his hair is so thin that he is unable to hold a pen over his ear.

## EVERYBODY WINS

AT THE ADVERTISING GAME  
It Saves Money for the Customer and Makes it for Both the Advertiser and the Editor—Why it Pays to Patronize the Man that Advertises.

Last week we showed how a single years advertising will pay a merchant, how by advertising he can increase his profits without increasing his prices to his customers. But that is only half the story—a good advertiser will actually make larger profits and sell goods cheaper than a man who does not advertise. In other words—the advertiser is the cheaper man to buy from. The proof in this case is just as clear as in the other—read this thru and you will have to admit it. The figures are accurate, the principle clear, the results sure. It pays to trade with a good advertiser—that is the point.

The first year's business of Mr. Upto Date after he began advertising, you will remember, resulted as follows:

10 per cent on \$9,500 of business	\$950
2 per cent discount on \$5,000	100
	1,050

LOSS: \$100 from advertising, his old goods being sold out without loss by means of sales. Total profits, \$950.

Now let us follow him thru the next year. He decides to keep up his advertising, for he finds that he is making more money than Mr. Wayne B. Hind, in spite of the latter's statement that advertising is an useless expense, and also he has another idea. He has learned that business pays, and he decides to go after the business. So he figures it out that he can afford to sell goods at 8 per cent profit instead of 10 per cent and calculates to make the difference later when he gets the trade into his own hands. B. Hind is still selling at 10 per cent, he cannot afford to cut, and Upto Date does not forget to mention in his advertisement that he is selling the same goods for a little less than his rival. It is only a little loss, to be sure, but it is something, and he really does undersell on every article, even if it is only by a penny. Careful buyers note the difference. Result:

First, he holds all his old trade. Second, he gets all the new trade as the town grows, about \$2,000.

Third, he gets \$2,000 worth of trade away from B. Hind—even a slow merchant will have some customers who want to save money.

Fourth, he reaches out into the country for new trade. People will come a little way to save a few cents, and the new trade is thus worth another \$1,000.

Fifth, with his larger trade his goods sell still faster, and he can discount more goods, \$10,000 worth.

Sixth, with his larger trade he does not have so much stuff left on his shelves, and so saves a little on his "at cost" sales.

Seventh, by buying larger quantities of goods and paying more promptly he is able to get better prices on all he buys. Let us put that saving at 2 per cent. It will vary according to the man.

So here is his balance sheet.	
Amount of business—\$15,000.	
8 per cent on sale of \$14,700	\$1,176
2 per cent discount on all bills	294
2 per cent discount on \$10,000	200
	1,670

He had \$300 worth sold out at cost, no profit or loss. And, as before he had a "dead loss," as Mr. Wayne B. Hind would say, on his advertising, of \$100. So his total profits were only \$1,570. That is, he made that year more than twice as much as Mr. Hind. And he was growing while B. Hind was losing. And he sold goods cheaper than Mr. B. Hind.

Who pays for the advertising? Not the customers, in that case. You see, it paid to advertise, and cost money not to. The man who doesn't advertise has to charge his customers more than the man that does and even then he makes less off from them.

Joking aside there is no more foolish story put out by an anti-advertiser store keeper than the yarn about the price of advertising coming out of the customer. It is rot—plain rot. The advertising more than pays for itself—there is no doubt about that. And a good merchant makes enough profit on his advertising so that he can save his customer money by it. With the same capital, same goods, same customers, same chance every way, the advertisers will win out over the man that don't advertise EVERY TIME.

(Continued on fourth page)

## IN OUR OWN STATE

Senator Lindsay Dies—Trouble in Burley Tobacco Society—Lincoln Farm Dedication to be Put Off—Militia Ordered Out—Other News.

**DEDICATION PUT OFF**—The dedication of Lincoln Memorial Hall at Lincoln Farm Hodgenville, Ky., will not take place this fall as was announced. The Lincoln Farm Association has received a letter from President Taft making known his inability to be present at the time set. The members of the association and the people of Hodgenville are glad of an opportunity to postpone the event as they are pressed for time. Richard Lloyd Jones, Secretary of the Lincoln Farm Association says that it is quite probable that ex-Pres. Roosevelt will accompany Pres. Taft on his trip to the farm next year and will participate in the dedication exercises.**FRANK FINLEY DEAD**—Former Congressman Frank Finley for many years a leader in the Republican party in the state died at his home at Williamsburg Sunday. He was seventy-seven years old. Judge Finley was the father of Chas. Finley, recently of Indianapolis, and Secretary of State under Taylor.**MISS LLOYD RESIGNS**—It is reported that Miss Alice Lloyd is to resign as press agent for the Burley Tobacco Society to be effective Oct. 21. Miss Lloyd has stated on numerous occasions that she felt that the work she was doing was not having the expected effect. Miss Lloyd will return to her home in Mason County.**MILITIA OUT**—Capt. John Terry left Cynthiana in charge of Company F. Second Kentucky Infantry, with a detail of soldiers under sealed orders. Their destination is unknown. This is the first time soldiers have been ordered out in this section of the state since soldiers were on duty in Bracken County last spring in the tobacco trouble.**SENATOR LINDSAY DEAD**—Former Senator Wm. Lindsay died at his home in Frankfort at 6 o'clock last Wednesday morning the 15th after an illness of several months. Senator Lindsay was conscious until a few minutes before the end came. His wife, his daughter, Mrs. Suler of Cincinnati and his brother Chas. Lindsay of Virginia and Bruce Lindsay, of Clinton, Ky., were at the bedside when death came.**TOBACCO BREAKS OPEN**—The formal opening of the Tobacco sales market in Lexington took place last Monday when four of the seven houses conducted sales. About 50,000 pounds was disposed of at prices ranging from 8 to 18½c. The sales were well attended and were considered very successful.

## OPPOSITION TICKET

Those people in Berea who feel that the College, with its great interest in Berea, ought to have no hearing in town affairs, and who try to prevent the many men connected with the College who are also property owners and tax payers from exercising their rights as citizens, have taken offense that two such citizens were nominated for the Town Council on the Republican ticket, and have filed an opposition ticket. The ticket is under the emblem of Abraham Lincoln and contains the names of S. R. Baker against J. W. Dinsmore, Andrew J. Smith against E. C. Seale, and J. J. Bramman against G. D. Holliday. No pretense is made that there is anything against Messrs. Dinsmore and Seale except that they draw their salaries from the College, and the voters will have a chance to decide on the question of whether a citizen becomes unfit for office, whatever his other qualifications, if he is employed by the College.

## THINGS WORTH READING

We hope all our readers are keeping up with Whispering Smith. He is one of the most fascinating characters of recent fiction, and it will not pay to miss a number.

Next week we will interrupt the series of articles by Mr. Clark to print one by Clark Wilson, of Owsley County, on "Wheat Raising in the Mountains." This is a record of actual experience, and will be helpful to all farmers. Don't forget to watch for it.

We forgot to put in the problem and solution last week, but they are there this week. Interest in the problems is growing, but so far we get very few correct answers. A good many people slip up one way or another. Try your hand, and see if you cannot make a better record. Every one can try.